RESEARCH NOTE

Motives and problems of women entrepreneur

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ABSTRACT

Present study was undertaken to study the motives and problems of women entrepreneurs. For this study, 200 women entrepreneurs of five different enterprises *i.e. Masala* making, making food products, making pickle, jam and jelly, embroidery making and making handy craft articles from different localities of Nagpur city were selected and interviewed. The major problems faced by the women entrepreneurs were more at the time of start-up of the business regarding the operations. Among operational problems, inadequate financial resources and working capital and lack of land were the major problems at start-up; and latter in entrepreneurial ventures reflected lack of technical guidance / knowledge. Motive to start their business was to support the family through business, earn more money to overcome the financial crises and increase standard of living of the family.

KEW WORDS : Entrepreneurs, Motives, Problems

Although entrepreneurial world is dominated by men, increasing social consciousness about women's existence, rights and the attitude of becoming economically independent has tempted them to enter into this field.

In the development of entrepreneurship, individual, group and institutional problems are encountered. Ultimately it rests on the individual because it is he / she who has to take the initiative and take the decision to start and manage the enterprise. But he / she also needs the approval and support of his / her kin, group or community.

The present study was undertaken to know the motives and problems of women entrepreneur with the following objectives to find out the motives of women entrepreneurs to start the enterprise and to study the problems of women entrepreneurs.

For this study, 200 women entrepreneurs of five different enterprises *i.e. Masala* making, making food products, making pickle, jam and jelly, embroidery making and making handy craft articles from different localities of Nagpur city were selected as respondents and interviewed them personally.

Selected respondents were asked to assign ranks to various problems as per the severity they perceived. For the highest ranks, higher score was assigned and thus weighted score was calculated. On the basis of total weighted score, rating percentages were calculated and ranking was done.

List of motives of the women entrepreneur is depicted in Table 1. It was found that maximum per cent women entrepreneur (86 %) had their main motive behind starting the business to lend support to the family. Thirty four per cent and 26 per cent of respondents' motives were to earn more money and work on their own rather than working on somebody else, respectively. Women entrepreneurs who started the business for achieving higher social status were 19.5 per cent. Quite a few women entrepreneur (3.5 %) continued the family business. The results are in line with Rugmini Bai (1999).

Personal procedural and operational problems faced by women entrepreneurs during start-up, current operations and marketing are listed briefly in Table 2. As observed maximum number of women entrepreneur had problems, such as lack of land / other facilities (10.68 %) inadequate financial resource and working capital (9.82 %), heavy competition (9.61%), insufficient arrangement for marketing and sale (9.47%) and high cost of production (9.35 %).

Among the personal problems, 'no risk bearing

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